



Melon Bulletin • *National Edition*



As we all know, one of the most important characteristics of a superior melon is having a long shelf life, or good holding ability. That's why Sakata is so excited to introduce two new Long Shelf Life (LSL) melons - Infinite Gold and Timeless Gold. These LSL melons allow growers to have more flexibility when it comes to harvest timing i.e.

when weather permits, as market prices rise, or as labor is more available. Also, melons that have good holding ability stand up to long-distance shipping, so consumers around the country will still receive melons with excellent firmness and Brix.

NEW! LSL Varieties: Bred for Great Shelf Life without Sacrificing Flavor

Our new LSL melons represent the next big thing in cantaloupes – where strong performance and long shelf life does not sacrifice great flavor and fruit quality.



Infinite Gold

Cantaloupe Melon: Long Shelf Life/All

New! Infinite Gold represents the next big thing in cantaloupe. This LSL melon has been bred for strong performance and long shelf life, without sacrificing great flavor and fruit quality. In fact, a third-party sensory analysis panel rated Infinite Gold higher in flavor and quality attributes than the leading competition.* Plus, Infinite Gold offers strong vines, high yield potential and uniform size and shape.

- Infinite Gold beats the competition in flavor and quality according to a recent sensory analysis study* (*SCS Global Services, August 2013)



Timeless Gold

Cantaloupe Melon: Long Shelf Life/All

Bred especially for long shelf life, Timeless Gold is widely adapted to many growing regions. It is a high-yielding variety with strong vines. Uniform fruit have a full net and excellent firmness and Brix.

- High percentage of size 9 fruit with a round-oval shape
- Excellent firmness and Brix

New! Infinite Gold Ranks Highest in Third-party Sensory Evaluations

Sakata focuses on fulfilling the needs of vegetable growers throughout North America and has built a reputation for consistent quality, reliability and service. As a leader in superior melon breeding and production, Sakata continually strives to offer the grower innovative varieties that truly perform.

With this mind, Sakata utilized SCS Global Services, a provider of third-party environmental and sustainable certification, auditing, testing and standards development, to help evaluate one of our newest introductions - Infinite Gold Long Shelf Life cantaloupe. In two separate studies (completed in August of 2012 and in August 2013), Infinite Gold was evaluated alongside the leading competitor, as well as other experimental lines. SCS Global Services utilized trained panelists to conduct the sensory evaluations. The two sensory panels consisted of experienced food scientists and chefs, both men and women, who have gone through rigorous training, with an average of 150 hours of testing experience.

Rigorous Testing Against Competition

We put our melons to the test against the leading competitor and our own experimental line to evaluate melon characteristics that are not only important to the grower, but to the consumer. Attributes such as flavor, texture, and sweetness, to name a few, were evaluated by trained panelists in order to see which variety stood out among the rest.

Sensory Evaluation Summary: The Facts are in...

In the August 2013 Sensory Evaluation, quantities of the three melon samples that were sown, grown and harvested in exactly the same way, were collected by SCS Global Services from a Sakata Seed facility in Davis, CA, on August 19. Samples were held and evaluated at room temperature for the sensory evaluation on August 20. The scorecard used for the sensory panel was on a 0 to 15 point scale. Panelists are highly trained on the point scale and its nuances.

August 2013: Sample Readings			
Characteristics	Infinite Gold	Leading Competitor	Other Experimental
Temperature Average (°F)	73.7	74.0	74.1
Pressure (lbf, penetrometer FT011, 8mm tip)	4.0 - 9.5	3.0 - 7.4	5.0 - 9.0
TTL Soluble Solids (%)	14.0	13.7	13.4

Note: The pressure range for each variety was compiled by measuring five melon samples, at four specific “pressure points” around the center of the melon. Infinite Gold’s range of pressure measured higher than the leading competitor’s range. As an LSL variety, Infinite Gold was bred specifically for maintaining its pressure and firmness, while not sacrificing flavor.

See what Growers are Saying...

“Alaniz Gold was an exciting find for Westside Produce. Early in its life cycle we took interest in both its size and yield potential and added it to our program in 2012. We intend to make it a bigger part of our planting schedule and are encouraged by its long-term viability.”

S. Garrett Patricio
Westside Produce
Firebaugh, CA

“This year we replaced some acreage with Atlantis cantaloupe and were tickled to death with the results. We had better yields, size and sugar. Atlantis will see a lot more acreage next year.”

Alan Parrish
Sweet Dixie Melon Company
Ty Ty, Georgia

Infinite Gold Ranks Highest

August 2013: Sensory Evaluation			
Characteristics	Infinite Gold	Leading Competitor	Other Experimental
Musk/Melony	9.1	6.6	6.1
Floral/Pumpkin	4.5	3.3	4.2
Sweetness	13.2	12.9	13.3
Crisp/Pulp Firmness	6.0	4.9	5.2
Rind Color	12.0	10.0	9.0
Groove Color	10.0	8.0	7.0
Flesh Color	10.1	8.7	8.0
External Color Balance	11.0	8.7	8.0

Two Times the Winner in Overall Quality!

In the 2012 study, and then AGAIN in the 2013 replication, Infinite Gold ranked highest due to its overall quality profile for most attributes, specifically flavor, texture, and aroma. Infinite Gold was also rated the highest for its physical characteristics such as Rind Color, Flesh Color, and External Color Balance.

August 2012 Overall Ratings:			
Quality Factors	Infinite Gold	Leading Competitor	Other Experimental
Overall Appearance	12.9	11.9	12.4
Overall Flavor	12.4	12.3	13.2
Overall Texture	12.2	11.0	12.0
Overall Aroma	12.7	9.8	11.6
Overall Quality	12.6	11.2	12.3

August 2013 Overall Ratings:			
Quality Factors	Infinite Gold	Leading Competitor	Other Experimental
Overall Appearance	12.2	11.5	12.2
Overall Flavor	13.4	12.6	12.6
Overall Texture	11.9	11.5	10.4
Overall Aroma	12.2	10.5	10.8
Overall Quality	12.6	11.8	11.4

"We trialed Alaniz Gold melon from Sakata in 2012 and were very impressed with size yield and quality!! We were so happy that we decided to make it the main variety in our program!"

*Jacob and David Mendrin
JND Farms, Inc.
Fresno, California*

More Sakata Favorites

Western Shippers



Olympic Gold

Cantaloupe Melon: All/Western Shippers

Olympic Gold is renowned for high yield and consistent performance. It has also shown wide adaptability, performing well in Central Arizona and the San Joaquin Valley. Olympic Gold is a medium-late maturing, main season variety with a strong vine and large fruit (9's, 12's). This full-netted fruit works for fresh and fresh cut markets because of its excellent firm, crisp flesh and consistently high brix.

- Consistent and productive
- Wide adaptability



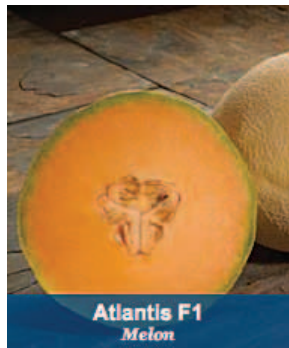
Alaniz Gold

Centennial Collection: All/Western Shippers

Alaniz Gold (SME2778) is a Western Shipper with main season maturity. This variety has excellent firmness, good interior color and maintains size uniformity with a high percentage of 9's. It also has very strong vines. Alaniz Gold performs well in the California Central Valley.

- Excellent brix and firmness
- Healthy, strong vines with good powdery mildew and fusarium resistance
- Uniform fruit size and maintains good round oval shape

Eastern Shippers



Atlantis

Cantaloupe Melon: All/Eastern Shippers

Atlantis is an Eastern melon with a round-oval shape. It has excellent interior qualities, including firmness and consistently high sugar content for high consumer appeal. Atlantis can be used either as a shipper or farm market variety.

- Strong, vigorous vines
- Excellent field performance



Avatar

Cantaloupe Melon: All/Eastern Shippers

Avatar is an Eastern Shipper with a medium open cavity and firm, flavorful orange flesh. The exterior is light green color that turns to a yellow-tan when fully ripe. These oval-shaped melons are seven to nine pounds with dimensions of 8 x 7.5 inches. Avatar is ideal for higher latitudes.

- High sugars and great yields
- Farm-market type
- Ideal for higher latitudes

DISCLAIMER: This information is based on our observations and/or information from other sources. As crop performance depends on the interaction between the genetic potential of the seed, its physiological characteristics, and the environment, including management, we give no warranty, express or implied, for crop performance relative to the information given; nor do we accept any liability for any loss, direct or consequential, that may arise from any cause. Read all seed package labeling as it contains Sakata Seed America, Inc. terms and conditions of sale.

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